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D3.2 Training Needs Assessment Report

(Task 3.1 Needs assessment focus group interviews)



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EUROPEAN WEEK of CLEAN SPORT



Project name:	Developing and Implementing an Anti-Doping Communication & Social Marketing Campaign: The European Week of Clean Sport
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- **CYPRUS ANTI-DOPING AUTHORITY (CYADA)** - Cyprus
- **POLISH ANTI-DOPING AGENCY (POLADA)** - Poland
- **ANTI-DOPING AUTHORITY OF PORTUGAL (ADoP)** - Portugal
- **ANTIDOPING ORGANISATION OF BULGARIA (BuINADO)** - Bulgaria
- **EUROPEACTIVE (EHFA)** - Belgium



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CONTENTS

1. INTRODUCTION	4
2. SUMMARY OF FINDINGS	5
APPENDIX 1. FOCUS GROUP INTERVIEW MATRIX.....	7
APPENDIX 2. TRAINING NEEDS ASSESSMENT REPORT – CYPRUS.....	9
APPENDIX 3. TRAINING NEEDS ASSESSMENT REPORT – BULGARIA	13
APPENDIX 4. TRAINING NEEDS ASSESSMENT REPORT – PORTUGAL	16
APPENDIX 5. TRAINING NEEDS ASSESSMENT REPORT – POLAND	19

1. INTRODUCTION

This task is related to the development of the Operational Framework of the European Week of Clean Sport (EWCS) Campaign. It involves focus groups interviews with local sporting communities and relevant stakeholder groups (e.g., representatives and officials from local sport organisations, athletes, and coaches/trainers from elite organised and recreational sport).

The focus group interviews were conducted in Cyprus, Bulgaria, Portugal, and Poland between September and December 2023. In each country, 5-9 participants were involved in the focus group interviews, representing athletes or athlete groups (including athletes with disabilities); coaches and other members of the Athlete Support Personnel (ASP); sport clubs and federations; governmental authorities with a remit in sport development; sport journalists; and educators. The focus group interviews explored participants' views about the key features of the EWCS campaign, including:

EWCS Target groups

- Which groups will be targeted in each country?
- How will target group be approached and recruited for participation?

EWCS Activities

- Which activities are most suitable?
- Which settings/places are most suitable for delivering the EWCS campaign?

EWCS Communication & Dissemination

- How will the EWCS be widely communicated and disseminated?

EWCS Volunteers

- How to effectively recruit EWCS volunteers to support the implementation of the event.

2. SUMMARY OF FINDINGS

A summary of the key findings of the focus group interviews is presented below. This pertains to the common themes that emerged across the four countries (i.e., Cyprus, Bulgaria, Portugal, and Poland) in relation to the following features of the EWCS campaign: target groups; activities; communication and dissemination; volunteers. The specific questions that were used in the focus group interviews is presented in Appendix 1. The detailed results of the focus group interviews in each country are presented in Appendices 2-5.

Target Groups

It was proposed that the target groups to be involved in the EWCS Campaign should include:

- Athletes at different competitive levels, gender, ability¹, and age groups - emphasis on young/youth athletes.
- Recreational sport/exercisers.
- Student athletes (secondary & higher education).
- Coaches and athlete support personnel.

Activities

It was proposed that, where possible and given the resources of each organisation, the activities that will be used in the EWCS Campaign should have the following features and characteristics.

- Hybrid activities (i.e., delivered both online/remotely and in-person).
- Digital content adjusted for suitable channels (e.g., TikTok, Instagram, etc.).
- Interactive, simple, and easily applied, such as a drawing competition (e.g., for younger populations) or a poster competition (e.g., for university students).
- Education-oriented (e.g., seminars, lectures).

It was also proposed that the EWCS Campaign activities should address the following areas:

- Health risks of doping use.
- Risks of nutritional supplement use (e.g., contamination, inadvertent doping, etc).
- Clean sport values and sport ethics.
- World Anti-Doping Code Anti-Doping Rule Violations (ADRVs) and consequences (especially in targeting young athletes).

¹ Mentioned only by one partner, but it is important for the Equality, Diversity, and Inclusion (EDI) approach of the EWCS campaign.

Communication & Dissemination

With regards to communication and dissemination activities for the wider promotion of the EWCS Campaign among relevant target groups, it was proposed that the following activities could be used, depending on the capacity and resources of each organisation:

- Social media-based communication and dissemination.
- Podcasts with notable athletes and/or influencers.
- Organise quizzes, games, and related entertaining/edutainment activities.
- Partner with local mass media.
- Use networks and channels of associated stakeholders (e.g., Ministries, Sport Organisations, National Olympic Committees - NOC, etc.).

Volunteers

There was general consensus that volunteers could be recruited by utilizing existing resources and networks from involved stakeholders (e.g., NADO, Ministries of Sport/Health, Sport Organisations/National Federations, NOC), coaches' organisations, schools (secondary and higher education) that may serve as stakeholders/endorsers of the campaign. In some countries, it was also mentioned that incentivisation (e.g., certificate/award issued by NADO and/or collaborating authority) could be used to facilitate volunteering for the EWCS Campaign.

The most commonly identified groups that could be approached for volunteering included:

- School students, especially from sport schools.
- University students, especially from sport science and related disciplines.
- Educators.
- Coaches.
- Athletes from different gender and age groups, including master and retired athletes.

APPENDIX 1. Focus group interview matrix

Q1 (“ice-breaker question”). Please tell us a few things about your background. Why were you interested to participate in this interview?

**Q2. Which groups should be targeted by the EWCS Campaign in your country? Why?
Q2a. How can we best recruit them to participate in the Campaign?**

Reasons for identifying these groups:

Ways of recruitment:

Q3. Which topics do you think that the EWCS Campaign should promote more? Why?

Topics mentioned:

Reasons for identifying these topics:

Q4. What activities should the EWCS Campaign include? Why?

Activities mentioned:

Reasons mentioned:

Q5. In which places/settings/locations should the EWCS Campaign take place?

Places, settings, or locations mentioned:

Q6a. What barriers do you see in successfully implementing the EWCS Campaign in your country?

Q6b. How can we overcome these barriers?

Barriers mentioned:

Ways to overcome barriers:

Q7. How can we effectively promote and communicate the EWCS Campaign to maximise participation by local communities?

List of means to promote and communicate the EWCS:

Q8. Which groups could be suitable volunteers to support the EWCS Campaign? How should we approach them?

List of volunteer groups:

Ways to approach volunteers:

APPENDIX 2. Training Needs Assessment Report – Cyprus

Q1 (“ice-breaker question”). Please tell us a few things about your background. Why were you interested to participate in this interview?

Participants represented the secondary education sector, sport federations, and governmental organisations with a remit to promote sport in the society. The scope and purpose of the EWCS Campaign was presented after participants introduced themselves, and a relevant discussion followed addressing the specific areas presented below.

Q2. Which groups should be targeted by the EWCS Campaign in your country? Why? Q2a. How can we best recruit them to participate in the Campaign?

Groups mentioned:

Competitive athletes; consider different age groups (both younger/junior athletes and master athletes); recreational sport with a focus on gym populations; consider also both genders/sexes; coaches, especially for developmental ages/stages;

Reasons for identifying these groups:

Doping prevalent in the said groups and often not targeted; Ways of recruitment:

Ways of recruitment:

Consider volunteering and role of federations; Cyprus Sports Organisation (KOA) influence too, especially for giving access to the gyms/recreational sport; consider synergies between KOA and CyADA to use existing actions and initiatives to communicate the EWCS and support target group recruitment and awareness-raising (about the campaign). KOA and competent authorities to communicate with federations and bodies in Cyprus to enable communication and access to target groups. Sport schools too, to enable access to target group – especially youth/young athletes. Sport schools for team sports represent another way to communicate the campaign and enable access to target groups.

Consider also sport science schools in Cyprus Higher Education Institutions.

Q3. Which topics do you think that the EWCS Campaign should promote more? Why?

Topics mentioned:

Health risks and doping consequences on mental and physical health and on social behaviour/functioning; fair play and moral issues in sport.

Reasons for identifying these topics:

Importance of communicating messages that are relevant and common to both recreational and competitive/elite sport.

Q4. What activities should the EWCS Campaign include? Why?

Activities mentioned:

Interactive activities play a role to engage the audiences; personal adverse experiences may be communicated by former doping users; promotional material will play a role in promoting the campaign (t-shirts, banners, booths) and provide informational material; KOA can also address best practices taken from the European Week of Sports (EWoS) implementation; consider simple and applied activities, such as a drawing competition – suitable for youth/younger people in school settings; consider the implementation of the EWCS via lectures and awareness-raising campaigns in universities and post-secondary education institutions already working with CyADA – university students could also be volunteers; consider actions to tackle coaches (especially for young people) too;

Hybrid activities – consider both face-to-face and social media-based ones.

Reasons mentioned:

To enable efficiencies and to utilise existing resources and networks from relevant and competent authorities and partners/ stakeholders.

Q5. In which places/settings/locations should the EWCS Campaign take place?

Places, settings, or locations mentioned:

Sport settings, as well as public spaces (e.g., Ledras str., Malls, Foinikoudes etc.) to capture wider audiences and raise awareness about clean sport and the health risks of doping;

Q6a. What barriers do you see in successfully implementing the EWCS Campaign in your country?

Q6b. How can we overcome these barriers?

Barriers mentioned:

Costs and financial resources for the planned activities/EWCS implementation; difficulty in recruiting certain target groups at the time of the campaign; bureaucracy;

Ways to overcome barriers:

Use existing resources and volunteers; consider sponsors of the EWCS campaign; consider sport-related agencies (OPAP; NOC) and financial institutions (e.g., banks); support and sponsorship from relevant ministries. IMPORTANT: early communication with KOA; Ministries, and related sponsors – to provide their logos too for the EWCS promotional material; early planning of barriers/risk analysis to address challenges from early on;

Q7. How can we effectively promote and communicate the EWCS Campaign to maximise participation by local communities?

List of means to promote and communicate the EWCS:

Use best practices already followed and used through other campaigns, such as the EWoS; social media-based activities; important to utilise the dissemination and communication channels (websites and social media) and networks of key stakeholders (KOA, NOC, Ministries, Nations Federations, etc.) to post slogans and content about the EWCS;

IMPORTANT NOTE: Start the communication/promotion from early on, as early as possible.

Q8. Which groups could be suitable volunteers to support the EWCS Campaign? How should we approach them?

List of volunteer groups:

Sport science students, youth and students from sport schools, people working with/for National federations, people working with/for NOC and KOA.

Ways to approach volunteers:

Utilise existing resources and networks from involved stakeholders (e.g., KOA, Ministries of Sport/Health, National Federations, NOC).

APPENDIX 3. Training Needs Assessment Report – Bulgaria

Q1 (“ice-breaker question”). Please tell us a few things about your background. Why were you interested to participate in this interview?

At the beginning of the interview, all participants shared their experiences in the field of sports, as well as their participation in various campaigns and anti-doping activities. Participating athletes and Athlete support personnels expressed different perspectives on the importance of clean sport campaigns, highlighting the importance of educating young athletes about anti-doping from an early age. The representatives of sports schools shared their views on such campaigns and that they are always a kind of education through celebration for students. The representative of the Ministry of Youth and Sports emphasized the importance of collaboration between different stakeholders in organizing and delivering such campaigns.

Q2. Which groups should be targeted by the EWCS Campaign in your country? Why? Q2a. How can we best recruit them to participate in the Campaign?

Groups mentioned:

- Youth athletes
- Athletes
- Students from secondary and sport schools
- ASPs- medicals, coaches
- Recreational athletes

Reasons for identifying these groups:

- To be aware before their first meet with the anti-doping system
- Information as a prevention against bad decision making e.g. unintentional ADRV, supplements and medication use
- Need of receiving information from experts and educated persons
- Awareness raising in order to provide relevant messages and information to the athletes they work with.
- Recreational athletes are separate social sport group, they exchange information each other and regularly discuss their workouts and habits with leading athletes and search the experts' opinion.

Ways of recruitment:

Most of the participants are on the opinion that the recruitment would be more successful by inviting famous athletes in the campaign, as well as a promotion of the campaign in social media and during events, also by leaflets and posters.

The main point in recruitment is highly coordinated strategy by every stakeholder in the campaign.

Q3. Which topics do you think that the EWCS Campaign should promote more? Why?

Topics mentioned:

- Health side effects
- Consequences of doping including sanctions, forfeiture of medal and prizes, social side effects
- Prohibited list
- Medication intake
- Risks of use of Nutritional supplements

Reasons for identifying these topics:

- Prevention of using doping by awareness raising for the health side effects;
- Understanding by the athletes for the consequences with sanction imposed;
- Support the athletes, parents and ASPs in case of medical treatment

Q4. What activities should the EWCS Campaign include? Why?

Activities mentioned:

- On-line education sessions, seminars, discussions
- Face-to-face lectures and discussions delivered by experts
- Demonstrations and games in the schools
- Social media campaign
- The message of the campaign promoted by athletes including stories of sanctioned athletes

Reasons mentioned:

- Easily accessible to a large number of persons
- There is nothing better than a face-to-face communication
- The games and quizzes are the best approach to youth athletes and students
- Distribution of the information for the campaign through the sports community
- The athletes may serve as ambassadors of the campaign and could recruit a lot of participants

Q5. In which places/settings/locations should the EWCS Campaign take place?

Places, settings, or locations mentioned:

Sports facilities, sports schools, hubs in major cities, sports areas for recreational athletes.

Q6a. What barriers do you see in successfully implementing the EWCS Campaign in your country?

Q6b. How can we overcome these barriers?

Barriers mentioned:

- No essential barrier was pointed, but the widespread advertising and use of nutritional supplements was indicated as common sponsor of the sports events

Ways to overcome barriers:

- Informing society about the risks related to the nutritional supplement intake.

Q7. How can we effectively promote and communicate the EWCS Campaign to maximise participation by local communities?

List of means to promote and communicate the EWCS:

- Social media
- Podcasts involving famous athletes to promote the campaign, to recruit sanctioned athletes to share their “bad” experience.
- By organizing quizzes and games during sports events, organizing raffle with some gifts especially for the youth athletes and students.
- Conducting clean sports events for the recreational athletes during their regular weekend events.

Q8. Which groups could be suitable volunteers to support the EWCS Campaign? How should we approach them?

List of volunteer groups:

- Athletes and students from sport schools
- University students
- Master athletes
- Coaches

Ways to approach volunteers:

By an invitation from the NADO and certificate for participation as a volunteer.

APPENDIX 4. Training Needs Assessment Report – Portugal

Q1 (“ice-breaker question”). Please tell us a few things about your background. Why were you interested to participate in this interview?

Due to the fact of the interview being done with the Portuguese Athletics Federation staff and educational staff from a school, working in two different places, two different moments of interviews were conducted in one day. In both interviews, all participants shared their experiences in the field of sports and education, highlighting their participation in actions related to anti-doping. Both groups identified the importance of educating young athletes about anti-doping from an early age. The group from the Federation composed by a national coach, an international World Athletics judge, an athletes’ representative, a journalist, an athlete bronze medallist of the Olympic games and the president, emphasized mainly the relation between the school and the club. The group from the school composed by the school headmaster, a P.E. teacher, a school athletics coach and a teacher from another subject, emphasized the fact of all young people attend schools which is the best place to organize and deliver these campaigns in order to educate the future athletes.

Q2. Which groups should be targeted by the EWCS Campaign in your country? Why? Q2a. How can we best recruit them to participate in the Campaign?

Groups mentioned:

- Youth athletes
- Athletes
- Students
- Families / Parents
- Coaches

Reasons for identifying these groups:

- No knowledge about this subject
- Many cases of unintentional doping
- Teachers find that students are using a lot of supplements
- Parents and coaches have an important influence in the young athletes decisions
- Lack of information about this subject

Ways of recruitment:

The invitation of well-known athletes was referred by most of the participants as well as the use of media to disseminate the objectives of the campaign

Q3. Which topics do you think that the EWCS Campaign should promote more? Why?

Topics mentioned:

- 3 Levels:
 1. Athletes – Consequences of doping – sanctions, image, financial
 2. Young athletes – Health risk and effects
 3. Students – Protection, ethics

Reasons for identifying these topics:

- Understanding by the athletes for the consequences with sanction imposed
- Prevention of using doping by awareness raising for the health side effects
- Creation of a negative feeling when thinking of using doping

Q4. What activities should the EWCS Campaign include? Why?

Activities mentioned:

- Face-to-face lectures and discussions delivered by experts
- Demonstrations and games in the schools
- Social media campaign
- The message of the campaign promoted by athletes including stories of athletes

Reasons mentioned:

- Face-to-face proved to be the best way to reach this public
- The games and quizzes are the best approach to youth athletes and students
- Distribution of the information for the campaign through the sports community
- The athletes may serve as ambassadors of the campaign and could recruit a lot of participants

Q5. In which places/settings/locations should the EWCS Campaign take place?

Schools, Universities, Sport Facilities

Q6a. What barriers do you see in successfully implementing the EWCS Campaign in your country?

Q6b. How can we overcome these barriers?

Barriers mentioned:

- Financial
- School Bureaucracy

Ways to overcome barriers:

- Involve local communities
- Involve school directors

Q7. How can we effectively promote and communicate the EWCS Campaign to maximise participation by local communities?

List of means to promote and communicate the EWCS:

- Social media (mainly Instagram and TikTok)
- Podcasts involving famous athletes to promote the campaign
- By organizing quizzes and games during sports events, organizing raffle with some gifts especially for the youth athletes and students.
- Roll Up in the antidoping presentations
- Posters

Q8. Which groups could be suitable volunteers to support the EWCS Campaign? How should we approach them?

List of volunteer groups:

- Athletes and students from sport schools
- University students
- Famous athletes
- Teachers
- Coaches
- Health Center
- Security Forces (ex: Police)

Ways to approach volunteers:

- Cooperation with the Ministry of Education and the Ministry of Sport
- Contact with Municipalities
- Contact with Health Centres and Local Police
- Contact with Coaches Organization

APPENDIX 5. Training Needs Assessment Report – Poland

Q1 (“ice-breaker question”). Please tell us a few things about your background. Why were you interested to participate in this interview?

The interview was conducted online and participants included athletes, former athletes, representative of the foundation - partner of our event, former representative of international institution, former athletes with disabilities, representative of local government.

Q2. Which groups should be targeted by the EWCS Campaign in your country? Why? Q2a. How can we best recruit them to participate in the Campaign?

Groups mentioned:

- Professional Athletes
- Professional Athletes with disabilities
- Amateur athletes
- Young athletes in schools

Reasons for identifying these groups:

They all need knowledge about clear sport. The rules in sport change all the time. Every kind of group are very important to be informed for health and for their careers

Ways of recruitment:

- By social media
- Invited them to our events
- Contact with selected schools
- contact with sport federations

Q3. Which topics do you think that the EWCS Campaign should promote more? Why?

Topics mentioned:

1. Clear sport
2. Antidoping rules
3. Warnings against supplements

Reasons for identifying these topics:

1. because we are responsible for giving people a good example
2. because we need educated especially young professional athletes
3. especially for amateurs who make a lot of mistakes in this regard.

Q4. What activities should the EWCS Campaign include? Why?

Activities mentioned:

- Events for amateurs
- Anti-doping trainings for young athletes
- Communication in social media,
Communication in traditional media,
Campaign in social media e.g. posts about EWCS

Reasons mentioned:

- because we want to reach this group of society, they know still less than professionals
- because it is one of the basic tasks of the anti-doping agency - to teach
- the activities are aimed at reaching a very wide group interested in anti-doping and others like parents of young athletes or friends and family of athletes

Q5. In which places/settings/locations should the EWCS Campaign take place?

It depends on possibilities. Nice places are: schools, stadiums, physical activity centers, small and large cities

Q6a. What barriers do you see in successfully implementing the EWCS Campaign in your country?

Q6b. How can we overcome these barriers?

Barriers mentioned:

- Covering dates with other events
- Places – booked by others
- People, lack of partners, volunteers
- unsuitable places for people with disabilities
- Not enough budget
- excess of similar sporting events

Ways to overcome barriers:

- trying to change date of our main event in the campaign if it's possible
- trying to look for other places, or maybe parks that are open always and without reservations or trying to change the date of our event if it's possible
- set up work alone, as one organization and prepare the project to suit your capabilities, and if you manage to attract partners and volunteers, expand the project and increase its scale

- trying to find places that offer solutions for people with disabilities or inviting people with disabilities only to places that are suitable for them, planning different solutions like being online and offline
- change places, cut numbers of event
- do best what we can to promote EWCS

Q7. How can we effectively promote and communicate the EWCS Campaign to maximise participation by local communities?

List of means to promote and communicate the EWCS:

- use contacts to sports organisations in Poland
- try to find contacts to professional athletes and ask them to promote event in social media
- press releases to the traditional media
- find partners in media, local paper, local radio
- try to interested in journalists who also run or do some kind of sport activities
- contact to sport schools in Poland to send them posters
- use social media

Q8. Which groups could be suitable volunteers to support the EWCS Campaign? How should we approach them?

List of volunteer groups:

- sports enthusiasts,
- teachers,
- students of sports schools,
- coaches associated with projects of other foundations,

Ways to approach volunteers:

- Proposing cooperation to other organizations that have trainers and friends
- Volunteer activities are promoted in Polish schools - you can contact selected schools and ask about the possibility of cooperation, offering them some small gift and volunteer certificate
- get people interested in the initiative and show them that they will take part in something really important



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